

**Subject:** This week from CCA (CCA Delivers - April 27, 2017)  
**From:** "Central City Association" <jdanganan@ccala.org>  
**Date:** 04/27/2017 05:36 PM  
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CCA Delivers

[CCALA.org](http://CCALA.org)

April 27, 2017

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## CCA Holidays at the Globe

*Deputy Mayor Ray Chan, Office of Mayor Garcetti; Assistant Chief Kristin Crowley, LAFD; Gary Lee Moore, Bureau of Engineering; Jessica Lall, CCA; Frank Bush, LADBS; Vince Bertoni, City Planning; Joel Jacinto, Board of Public Works; and Ted Allen, Bureau of Engineering, at Report to the Development Industry*

## DTLA 2040 Working Group

CCA submitted a comment letter to City Planning regarding DTLA 2040, the effort to update the two Downtown community plans. The letter was developed by our working group and focused on: Adaptability of General Plan Designations, Consistency of Downtown Planning Resources, and Supporting Downtown's Growth. CCA highlighted the need for new zones that promote housing production at all income levels and we stressed that Downtown is the place in the City to meaningfully address the housing crisis. In addition, we advocated for a coordinated community benefits approach to ensure there are not duplicative and conflicting requirements. CCA will continue to engage in this important issue and is hosting our next working group on Friday, April 28, from 10-11:30 a.m.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

## Community Exchange Day: SRHT & CCA

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Last Friday, CCA and Skid Row Housing Trust (SRHT) partnered to host a

## **EVENTS CALENDAR**

### CCA EVENTS

#### **THURSDAY, MAY 11**

11 a.m. - 1:30 p.m.

CCA'S 23RD ANNUAL TREASURES  
LUNCHEON

Westin Bonaventure Hotel & Suites

#### **WEDNESDAY, MAY 17**

4 - 5 p.m.

MEET & GREET: SENATE  
PRESIDENT PRO TEMPORE KEVIN  
DE LEON

Los Angeles State Historic Park  
Open to Executive Committee  
members only.

#### **THURSDAY, JUNE 15**

11 a.m. - 1:30 p.m.

HOUSING PANEL & SHOWCASE:  
DENSITY IS OUR DESTINY

Omni Hotel Los Angeles

#### **WEDNESDAY, JUNE 21**

5:30 - 7:30 p.m.

MEMBERS SOIREE HONORING  
CALVIN HOLLIS AND MARIE  
SULLIVAN, METRO

Sheraton Grand Los Angeles

## **CCA IN ACTION**



This week at the Central Area

Community Exchange Day. CCA members spent the morning at the Star Apartments and experienced activities such as acupuncture, gardening, meditation and mosaic making. SRHT staff, along with formerly homeless residents of the Star Apartments, facilitated the activities and the peer-to-peer exchange. CCA members were able to learn first-hand about permanent supportive housing and the benefits of a housing first approach. CCA will continue to host member events like this to build community throughout Downtown.

Hear what CCA members are saying about the Community Exchange Day:

"Immersing myself for a few hours in the surroundings and activities at Star Apartments gave me a greater appreciation for the wonderful staff who serve homeless individuals in our community and how a supportive housing program like this can transform a person's life. I look forward to future opportunities CCA may offer for us to experience such vital programs firsthand," said Robert Jernigan, Gensler.

"Participating in the CCA event at Star Apartments was an incredible experience. The level of expertise in the individuals leading the workshops and the end game of empowering formerly homeless individuals was inspiring. I enjoyed being a part of the Piece by Piece art workshop and appreciated learning that low-income individuals can enroll in classes at no charge and then have their work displayed in art galleries," commented Sara Soudani, Commonwealth Land Title.

"CCA arranged a half-day of activities at Star Apartments, giving us a rare opportunity to see what life is like for the men and women who live in this supportive housing program for the homeless in Downtown LA. We participated in the programs in which the residents participate and gained an in-depth understanding of how these types of programs can help address homelessness in Los Angeles County," said George Yu, Chinatown Business Improvement District.

"Supportive services housing works. I learned about the great programs and activities that Skid Row Housing Trust offers to its residents to promote their good health, wellness, stress reduction, creativity and sense of community. These are best practices that should be offered elsewhere, too," said, Hal Bastian.

"With the voters' approval of two measures to fund comprehensive programs to end homelessness, we all have an obligation to understand what these programs will be so that we can help support them. By arranging for us to spend a morning at Star Apartments, CCA exposed me to a successful model for reducing homelessness, and the roles that each sector - including the business community - must play in creating a holistic response to the greatest challenge our city faces today," commented Ellen Riotto, South Park Business Improvement District.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

Planning Commission, CCA spoke in support of The Hoxton, an adaptive reuse project that will reactivate a 1922 Beaux Arts building. The hotel will continue the revitalization along the Broadway corridor, which has spurred much interest in Los Angeles development. The Hoxton also has hotels in London, Williamsburg, and Paris, and Los Angeles will be their fourth flagship location. The Commission voted support the project.

For more information, please contact CCA's Associate Director of Public Policy & Membership, [Joanne Danganan](#).



## CCA MEMBERS IN THE NEWS

"None of what we are seeing in the market today has the hallmarks of what I call a bubble," said Christopher Thornberg, Beacon Economics. Los Angeles Times, April 25, 2017. ["Writing love letters, bidding \\$100,000 extra: Buying a Southern California home is 'insane.'"](#)

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## Homelessness Policy Committee

This week at CCA's Homelessness Policy Committee we received an update on Measure H implementation and learned about the City Attorney's Motel Conversion Program.

Measure H was approved by the voters in March 2017 and will generate approximately \$355M per year for 10 years to end homelessness. [An expenditure plan is currently being developed and is available for review here.](#) Comments will be accepted until May 1. CCA will be submitting comments and encourages our members to do the same.

The funding recommendations will be considered by the Board of Supervisors on June 13. The funding is focused on the following areas: a coordinated countywide outreach program, expanding bridge and crisis housing and building the Coordinated Entry System.

CCA members raised the Maintenance of Funding Effort resolution and asked that Measure H not be used to backfill previous commitments. We also discussed the need to see an immediate impact to homeless encampments on the street. In addition, CCA members asked for increased presence of outreach teams throughout Downtown.

We also discussed the great challenge of siting new homeless facilities and learned that the County, in partnership with United Way, hired a consultant to research and develop an effective and consistent message to address community concerns.

The City Attorney recently launched the Motel Conversion program. This program seeks to convert existing motels to permanent supportive housing for homeless individuals. The program includes financial incentives for motel owners, including housing vouchers and construction renovation funds. It also offers management of the motel for those owners who wish to maintain the property but do not want to operate it.

The Motel Conversion program is a great example of the public sector providing incentives to the private sector to address homelessness. CCA will continue to support innovative ideas like this.

CCA thanks **Phil Ansell**, Director, Homeless Initiative, LA County, CEO and **Gita O'Neill**, Office of City Attorney Mike Feuer.

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## Report to the Development Industry

Yesterday, the Mayor's Office of Economic Development hosted an event, Report to the Development Industry, and Jessica Lall served as the event emcee.

The event was attended by over 125 members of the development community, as well as every City department involved in development services. Attendees heard

from LA Department of Building & Safety, City Planning, LADWP, LA Fire Department, all of the Public Works Bureaus, and the Department of Transportation.

The overriding theme of the day was the need for continual improvements to partnerships and communication. It was also noted that there has been a significant shift toward a greater focus on customer service in the City. Jessica recognized the Office of Mayor Garcetti and the entire City family for their excellent progress and encouraged continued participation from the development community.

CCA thanks Deputy Mayor **Ray Chan, Ashley Atkinson, Nick Maricich** and **Bob Stone** for putting this event together.

## Announcements

### CCA CAREERS

CCA is seeking an *Events Manager* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role producing a variety of events to engage the diverse membership of CCA and help create experiences that reinforce the brand and value proposition for CCA. To read the full job description, please [click here](#).

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### MEMBER SUGGESTIONS

#### CCA'S DRAFT VISION AND ADVOCACY PRIORITIES

CCA seeks your input regarding our draft Vision and Advocacy Priorities. [Please review the document here](#) and send your feedback and interest in any of our working groups by May 4 to CCA VP of Public Policy, Marie Rumsey, at [mrumsy@ccala.org](mailto:mrumsy@ccala.org).

Once the priorities are finalized through this process, each advocacy priority will be further refined by developing an implementation strategy and communications plan.

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### CCA IS LOOKING FOR A NEW OFFICE

Hal Bastian, a DTLA consultant and CCA Executive Committee member, has been chosen to represent CCA in our immediate search for new office space in DTLA. Hal is representing CCA as our broker through his affiliation with Amalgamated Metropolitan Properties, Inc., and can be reached at [hal@halbastian.com](mailto:hal@halbastian.com) or (213) 440-0242.

Please contact Hal to find out CCA's space requirements and/or to submit potential office space for consideration. CCA's goal is to move into our new office by the end of this year!

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### CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations please contact CCA's Associate Director of Public Policy & Membership, Joanne Danganan, at [jdanganan@ccala.org](mailto:jdanganan@ccala.org) or (213) 416-7511.

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